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TRAVEL INTENTIONS

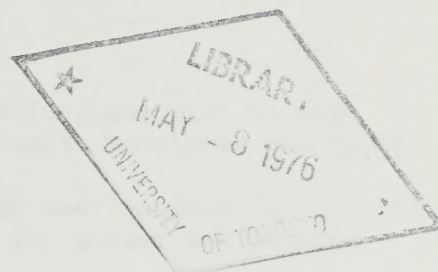
OF CANADIANS

AND

How Their Perception of Economic

Conditions Influence

Their Vacation Trip Plans



The "Survey of Consumer Buying Intentions" is being conducted quarterly for the Financial Post by the Contemporary Research Center. It is based on a sample of 1,000 Canadian adults and includes questions on travel and vacation intentions as well as questions regarding intentions to purchase durables and other items. The March 1975 survey included a question commissioned by the Canadian Government Office of Tourism on the effect of economic conditions on the travel intentions of Canadians.

This report consolidates the results of all the questions on travel intentions included in the March Omnibus 1975. The first part is a summary of the results of all questions while the second and third parts deal separately with the results of the regular Financial Post questions on travel intentions and of the questions on the effect of economic conditions on travel intentions commissioned by the C.G.O.T.

Cécile L. Sabourin,
Marketing Research,
Canadian Government Office of Tourism.
June, 1975.

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HIGHLIGHTS OF THE SURVEY

- There is some decrease in the percentage of Canadians who plan to take a trip in 1975 especially among B.C. and the Atlantic Provinces residents.
- Ontario, the U.S. and Quebec are the most popular destinations for planned trips. Florida is a common planned destination for Quebec and Ontario residents.
- The Prairies respondents plan to visit the U.S., the Atlantic Provinces and Quebec to a much larger extent than they did the previous year.
- In spite of their pessimistic view regarding the economic conditions, the majority of the respondents feel that the economic conditions will not affect their travel plans, but a relatively large percentage (37%) plan to reduce the number of trips taken and more than 40% intend to spend less for their vacation.
- Some 33% of the respondents intend to travel shorter distances but very few (9%) intend to change their mode of transportation
- About 56% of the respondents intend to take the same number of extended weekend trips while 36% intend to take fewer weekend trips.
- The services of a travel agent are used relatively more by B.C. and Ontario respondents, better educated and higher paid respondents as well as those living in larger communities.

I. Overview Summary

In 1974, the fuel energy situation did not appear to have altered the intentions of Canadians to vacation, however there was some changes in the destination of trips due to either the availability or the cost of the gasoline. This year (March 1975), we have asked the respondents what they thought of economic conditions and how economic conditions affected their travel intentions. A rather large proportion of the respondents were rather pessimistic with regard to economic conditions. B.C. respondents being more so, while the Prairies residents were in general more optimistic than other Canadians. The Prairies residents also showed the highest percentage of respondents intending to travel in the next 12 months. The largest decrease in travel intentions occurred among B.C. and Atlantic Provinces residents. About 55% of those interviewed planned to take a vacation (in the next 12 months), even if only a few of them (just over 20%) felt that the economic conditions were either very good or good.

There was a surprisingly high percentage of respondents (37%) who said that the number of trips they planned to take had been reduced due to economic conditions and over 40% of the respondents said they would spend less for their vacation. More people were inclined to travel within Canada instead of outside Canada, and only a few intended to change their means of travel because of the economic conditions. The most common change with regard to the means of transportation was a change from plane to car. Between March 1974 and March 1975, there was a decrease in the proportion of respondents who intended to use their automobile as mode of transportation for their next trip. Slightly more people planned to travel by bus and plane. Respondents from Quebec, the Prairies, and B.C. planned to use their automobile to a smaller extent in 1975 and to use in a larger proportion the plane as their means of transportation. There was always a majority of people saying that their travel plans were not affected by economic conditions.

Intended destinations of trips (in the survey of March 1974) have been somewhat affected by the fuel energy situation. Florida and other regions of the U.S. were then minor planned destinations and the Prairies and B.C. respondents intended to visit their own province. This tendency was reversed in March 1975. Florida had become a favoured intended destination for travel among Quebec and Ontario respondents and a larger proportion of Prairies residents intended to travel to the U.S., the Atlantic provinces and Quebec. A larger proportion of B.C. residents intended to visit Canada, especially the Atlantic provinces and Ontario and their intention of travelling within their own province was comparatively reduced. Their intentions of travelling to the U.S. had also increased. There was still a large proportion of the respondents not sure or undecided about taking a vacation trip in the next 12 months.

The major trip destination in the past 12 months were Ontario, the U.S. (except Florida), Quebec and B.C. The previous trip destination was always the major intended destination for the next trip. (For those who stated a planned destination.)



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II. Vacation Travel Intentions of Canadians (Financial Post Survey, March 1975).

The survey respondents were asked the following questions: a) Do you plan to take a vacation away from home during the next twelve months? b) Where do you plan to go? c) How will you get there?

This question has been asked quarterly for a number of years and the general tendency with regard to intentions of travel is to show a lower point of interest in the September and December portions of the survey every year and some increase in travel intentions in March and June.

The December 1974 survey showed an interesting upturn when 56% of the respondents pretended planning a vacation trip in the next 12 months, however this figure was somewhat lower in March. Between March 1974 and March 1975, the largest decrease in travel intentions occurred among B.C. and Atlantic provinces residents, however while the Midwest residents reported a large decrease in travel intentions from March 1973 to March 1974, a large increase in travel intentions reported in the March 1975 survey made them the region with the highest percentage of respondents intending to travel in the next 12 months.

In the last few years the business and professional group tended to have a more stable pattern of travel intentions throughout the year but in the March 1975 survey a smaller proportion of the respondents within that group intended to travel. The downturn was even more important among farmers. In March 1975, the only age group for which there was an increase in the planning to take a trip in the next 12 months was the "45 years of age and over". The percentage of respondents from the lower socio-economic groups who planned to take a trip in the next 12 months was much lower in March 1975, than in March 1973.

The energy situation seems to have affected travel intentions in 1974 but in 1975 there is a return to previous tendencies with regard to travel plans. In March 1975, travel intentions were in general oriented towards longer distance travel in opposition to a stronger tendency to favour intra-provincial travel in 1974. Intentions of travelling to the U.S. and especially to Florida were up in 1975.

In 1975, a larger proportion of respondents from the Midwest and B.C. planned to visit Canada on their vacation.

There is a slight increase in the number of respondents who planned to travel by bus or by plane. The use of their automobile should especially be reduced among Quebec, the Midwest and B.C. respondents who expect to travel by air to a larger extent. The same is true for respondents belonging to upper and upper-middle socio-economic levels.

Bus travel should also increase in 1975. Quebec residents, people aged less than 20 years or between 45 and 54 years, those belonging to upper, upper-middle and lower-middle socio-economic levels as well as respondents of the business and professional and skilled and unskilled labour categories plan to travel by bus relatively more in 1975 than in 1974.

Train has only become more popular among younger people (15 to 19 years of age) and Midwest respondents. (Detailed tables are provided in Appendix I).

III. Survey on the effect of economic conditions on travel intentions of Canadians

1. The respondents were first asked the following question: "how do you yourself feel about the economic conditions in the country at this time?" The answers were rather pessimistic with only 17% of the respondents saying that they were either very good or good. The respondents originating from the Prairies were relatively more optimistic than other Canadians (21% thought that the economic conditions were either very good or good) while 54% of the B.C. respondents thought the economic conditions were either bad or very bad. Older people appeared to be slightly less optimistic. Also, there is a general tendency for the respondents that belong to the professional and managerial group and that are better educated and higher paid to believe that the economic conditions are relatively not as bad as seen by the average respondents.

Of those who plan to take a vacation trip, 22% believe the economic conditions are either very good or good and 39% think they are either bad or very bad.

2. The second question dealt with the effect of the economic conditions on the vacation plans of the respondents for the next 12 months. The number of vacation trips planned was not effected by economic conditions for 57% of the respondents, however 37% of them said that the number of trips planned had been reduced due to economic conditions. With regard to the amount of money that the respondents expected to spend on vacation, 47% of the respondents mentioned that present economic conditions will have no effect and 42% said they would spend less for their vacation.

The distance of their destination will not be affected for 59% of the respondents but the distance will be reduced for 33% of the respondents. Fifty-five percent (55%) of the respondents stated that the economic conditions would not affect their intention to travel either inside or outside Canada, however 34% mentioned they would be more inclined to go to some vacation destination within Canada. Only 9% of all respondents changed their means of travel because of the economic conditions and 84% of the same respondents said the economic conditions had no effect on it. A change from plane to car was envisaged by 43% of those (92 people) who thought the economic conditions would affect their means of travel. The number of extended weekend holidays will not be affected by economic conditions for 56% of the respondents but 36% of them think they will take fewer weekend trips.

3. The third question referred to destinations of vacation trips in the last 12 months. For sixty-five percent (65%) of the respondents who had travelled, the major destinations were Ontario (15%), the U.S. (except Florida) (13%), Quebec (12%), B.C. (10%). A detailed table on trip destinations in the past 12 months by intended trip destinations in the next 12 months is shown below in this report. The previous trip destination is always the major intended destination for the next trip (taking into account only those who stated a planned destination). A rather high proportion of the respondents were either not sure or undecided about taking a vacation trip in the next 12 months.

4. The fourth and fifth questions dealt with the use of the services of a travel agent for vacation trips taken in the last 12 months or in the next 12 months. Most of those who took a vacation trip in the past 12 months did not use the services of a travel agent. B.C. and Ontario respondents used the services of a travel agent more than the average. Better educated and higher paid respondents as well as respondents living in larger communities also tended to use the services of a travel agent in a larger proportion. A rather limited number of French speaking Canadians have used the services of a travel agent in the last 12 months. The use of the services of a travel agent is not available by trip destinations.

Comparing the percentage of respondents who have used the services of a travel agent in planning their previous trip and the percentage of those who will use the services of a travel agent to plan their next trip, there is a slight increase in the percentage of affirmative answers. Of those who intend to take a vacation trip in the next 12 months, 19% will likely use the services of a travel agent in planning that trip, up from 13% who used the services of a travel agent for a vacation trip which they took in the last 12 months.

The largest percentage increases between the use of the services of a travel agent in the past 12 months and the intention of using them in the next 12 months occurred among respondents having higher household incomes (\$15,000 and over), those living in larger communities (population of 1 million and over), those having some college or university education, the blue collar and white collar workers, younger people (less than 35 years of age) and respondents from the Prairies and Quebec. However B.C. and Ontario respondents still intend to use the services of a travel agent in a relatively larger proportion. (Detailed tables are provided in Appendix II).

APPENDIX I

TRAVEL INTENTIONS OF CANADIANS (FINANCIAL POST SURVEY)

PERCENTAGE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-BY REGION

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	45	53	62	67	74	60
	JUNE	50	52	60	66	65	59
	SEPTEMBER	42	50	59	53	51	53
	DECEMBER	36	43	54	60	69	51
1974	MARCH	42	55	61	53	63	56
	JUNE	38	50	66	66	61	59
	SEPTEMBER	32	47	54	57	47	50
	DECEMBER	44	51	64	50	67	56
1975	MARCH	40	50	56	61	59	54

PERCENTAGE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-BY OCCUPATION

<u>YEAR</u>	<u>MONTH</u>	<u>BUSINESS & PROFESSIONAL</u>	<u>SALES & CLERICAL</u>	<u>SERVICE</u>	<u>SKILLED & UNSKILLED LABOUR</u>	<u>FARMERS</u>	<u>HOUSEWIVES & STUDENTS</u>	<u>RETIRED & UNEMPLOYED</u>
1973	MARCH	73	70	61	61	40	35	38
	JUNE	73	70	60	60	54	42	42
	SEPTEMBER	69	64	54	54	39	39	32
	DECEMBER	71	60	59	60	26	44	30
1974	MARCH	65	67	62	62	33	39	39
	JUNE	73	72	65	54	48	50	43
	SEPTEMBER	70	59	51	45	46	29	36
	DECEMBER	68	70	57	56	36	41	41
1975	MARCH	66	69	60	57	27	41	46

PERCENTAGE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-BY AGE

<u>YEAR</u>	<u>MONTH</u>	<u>15-19</u>	<u>20-34</u>	<u>35-44</u>	<u>45-54</u>	<u>OVER 54</u>
1973	MARCH	61	66	67	59	42
	JUNE	60	66	65	53	46
	SEPTEMBER	60	62	49	23	40
	DECEMBER	51	60	56	50	35
1974	MARCH	58	62	60	52	46
	JUNE	54	63	61	60	41
	SEPTEMBER	45	58	51	49	40
	DECEMBER	46	63	59	55	48
1975	MARCH	45	60	55	57	48

PERCENTAGE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-BY SOCIO-ECONOMIC LEVEL

<u>YEAR</u>	<u>MONTH</u>	<u>UPPER & UPPER MIDDLE</u>	<u>LOWER MIDDLE</u>	<u>LOWER</u>
1973	MARCH	66	60	43
	JUNE	71	57	38
	SEPTEMBER	63	51	29
	DECEMBER	57	52	33
1974	MARCH	63	56	40
	JUNE	66	58	44
	SEPTEMBER	70	49	18
	DECEMBER	64	56	33
1975	MARCH	67	55	30

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO ATLANTIC

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	7	10	3	-	8
	JUNE	-	7	6	-	3	9
	SEPTEMBER	48	2	6	3	4	8
	DECEMBER	-	7	8	4	-	8
1974	MARCH	50	7	11	1	-	10
	JUNE	18	6	9	3	2	9
	SEPTEMBER	(10)*	4	7	3	0	7
	DECEMBER	51	0	12	0	2	9
1975	MARCH	(15)*	6	5	6	8	8

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO QUEBEC

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	37	5	3	1	12
	JUNE	-	40	6	1	1	12
	SEPTEMBER	7	34	4	2	-	11
	DECEMBER	-	32	3	-	-	9
1974	MARCH	10	42	5	-	-	14
	JUNE	-	50	5	2	-	14
	SEPTEMBER	(1)	30	4	2	2	11
	DECEMBER	3	34	3	2	2	12
1975	MARCH	(2)	38	5	3	3	13

*() = number

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO ONTARIO

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	5	41	10	1	19
	JUNE	-	8	45	9	4	22
	SEPTEMBER	23	5	21	5	2	12
	DECEMBER	-	5	28	9	1	15
1974	MARCH	26	4	34	8	3	18
	JUNE	6	5	44	6	3	22
	SEPTEMBER	(7)	1	24	11	2	13
	DECEMBER	9	6	27	6	6	14
1975	MARCH	(7)	7	38	7	11	20

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO MIDWEST

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	1	5	26	16	9
	JUNE	-	-	1	30	12	18
	SEPTEMBER	-	4	4	20	19	8
	DECEMBER	-	6	6	27	14	11
1974	MARCH	2	2	5	34	18	10
	JUNE	1	1	4	25	19	9
	SEPTEMBER	(1)	0	3	18	6	5
	DECEMBER	0	1	6	15	16	7
1975	MARCH	(-)	1	3	19	19	7

() = number

ORIGIN OF THOSE PLANING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO BRITISH COLUMBIA

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	3	7	29	40	14
	JUNE	-	1	8	36	42	15
	SEPTEMBER	-	4	6	29	33	12
	DECEMBER	-	3	8	27	29	13
1974	MARCH	5	3	7	32	33	14
	JUNE	1	1	5	36	39	13
	SEPTEMBER	(1)	1	10	39	44	15
	DECEMBER	2	2	6	31	23	10
1975	MARCH	(1)	5	7	32	32	14

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO U.S.A.
(EXCEPT FLORIDA)

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	20	9	14	23	14
	JUNE	-	23	8	19	20	15
	SEPTEMBER	16	15	16	18	26	16
	DECEMBER	-	14	14	10	22	14
1974	MARCH	5	17	6	10	15	11
	JUNE	4	17	11	15	27	15
	SEPTEMBER	(6)	16	12	14	22	15
	DECEMBER	14	15	10	22	34	16
1975	MARCH	(6)	17	11	15	25	15

() = number

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO FLORIDA

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	9	5	-	-	4
	JUNE	-	6	4	1	1	3
	SEPTEMBER	2	6	6	2	-	5
	DECEMBER	-	6	8	-	-	5
1974	MARCH	-	2	3	-	-	2
	JUNE	1	3	7	-	-	4
	SEPTEMBER	(-)	11	10	1	0	7
	DECEMBER	0	7	7	1	1	5
1975	MARCH	(3)	9	9	0	2	6

ORIGIN OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS TO EUROPE

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>ALL CANADA</u>
1973	MARCH	-	5	8	5	11	7
	JUNE	-	2	14	2	7	7
	SEPTEMBER	-	4	9	1	9	6
	DECEMBER	-	3	6	2	7	5
1974	MARCH	5	5	9	3	6	7
	JUNE	1	8	4	-	3	4
	SEPTEMBER	(1)	10	14	4	4	10
	DECEMBER	7	6	7	4	4	6
1975	MARCH	(1)	6	7	3	5	5

() = number

DESTINATION OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-ALL CANADA

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>U.S.(except Florida)</u>	<u>EUROPE</u>	<u>OTHER COUNTRIES</u>	<u>FLORIDA</u>	<u>UNDECIDED</u>	<u>OTHER ANSWERS</u>
1973	MARCH	8	12	19	9	14	14	7	4	4	11	
	JUNE	9	12	22	8	15	15	7	2	3	8	
	SEPTEMBER	8	11	12	8	12	17	6	4	5	19	
	DECEMBER	8	9	15	11	13	14	5	4	5	15	8
1974	MARCH	10	14	18	10	14	11	7	4	2	14	5
	JUNE	9	14	22	9	13	15	4	4	4	10	5
	SEPTEMBER	7	11	13	5	15	15	10	3	7	15	5
	DECEMBER	9	12	14	7	10	16	6	5	5	17	6
1975	MARCH	8	13	20	7	14	15	5	3	6	13	5

DESTINATION OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-QUEBEC RESIDENTS

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>U.S.(except Florida)</u>	<u>EUROPE</u>	<u>OTHER COUNTRIES</u>	<u>FLORIDA</u>	<u>UNDECIDED</u>	<u>OTHER ANSWERS</u>
1973	MARCH	7	37	5	1	3	20	5		9		
	JUNE	7	40	8	-	1	23	2		6		
	SEPTEMBER	2	34	5	4	4	15	4		6		
	DECEMBER	6	32	5	6	2	14	3		6		
1975	MARCH	7	42	4	2	3	17	5	2	2		
	JUNE	6	50	5	1	1	17	8	7	3		
	SEPTEMBER	4	30	1	0	1	16	10	4	11	18	
	DECEMBER	3	34	3	1	2	15	6	4	7	20	
1975	MARCH	6	38	7	1	5	17	6	2	9	12	4

DESTINATION OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-ONTARIO RESIDENTS

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>U.S. (except Florida)</u>	<u>EUROPE</u>	<u>OTHER COUNTRIES</u>	<u>FLORIDA</u>	<u>UNDECIDED</u>	<u>OTHER ANSWERS</u>
1973	MARCH	10	5	41	5	7	9	8		5		
	JUNE	6	6	45	1	8	8	14		4		
	SEPTEMBER	6	4	21	4	6	16	9		6		
	DECEMBER	8	3	28	6	8	14	6		8		
1974	MARCH	11	5	34	5	7	6	9	6	3	16	
	JUNE	9	5	44	4	5	11	4	5	7	13	
	SEPTEMBER	7	4	24	3	10	12	14	3	10	14	
	DECEMBER	9	6	27	6	6	10	7	6	8	16	
1975	MARCH	5	5	38	3	7	11	7	3	9	15	5

DESTINATION OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-MIDWEST RESIDENTS

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>U.S. (except Florida)</u>	<u>EUROPE</u>	<u>OTHER COUNTRIES</u>	<u>FLORIDA</u>	<u>UNDECIDED</u>	<u>OTHER ANSWERS</u>
1973	MARCH	3	3	10	29	26	14	5		-		
	JUNE	-	1	9	36	30	19	2		1		
	SEPTEMBER	3	2	5	29	20	18	1		2		
	DECEMBER	4	-	9	27	27	10	2		-		
1974	MARCH	1	-	8	35	32	10	3	4	-	14	
	JUNE	3	2	6	25	36	15	1	1	-	13	
	SEPTEMBER	3	2	11	18	39	14	4	1	1	14	
	DECEMBER	1	5	7	15	31	22	4	5	1	13	
1975	MARCH	6	3	7	19	32	15	3	5	0	16	7

DESTINATION OF THOSE PLANNING A VACATION TRIP IN THE NEXT TWELVE MONTHS-B.C. RESIDENTS

<u>YEAR</u>	<u>MONTH</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>MIDWEST</u>	<u>B.C.</u>	<u>U.S.(except Florida)</u>	<u>EUROPE</u>	<u>OTHER COUNTRIES</u>	<u>FLORIDA</u>	<u>UNDECIDED</u>	<u>OTHER ANSWERS</u>
1973	MARCH	-	1	1	16	40	23	11		-		
	JUNE	3	1	4	12	42	20	7		1		
	SEPTEMBER	4	-	2	19	33	26	9		-		
	DECEMBER	-	-	1	14	29	22	7		-		
1974	MARCH	-	-	3	18	46	15	6	2	-	10	
	JUNE	2	-	3	19	39	27	3	5	-	17	
	SEPTEMBER	0	2	2	6	44	22	4	2	0	18	
	DECEMBER	1	0	1	16	23	34	4	4	1	17	
1975	MARCH	8	3	11	19	32	25	5	3	2	5	8

PERCENTAGE OF RESPONDENT WHO PLAN TO USE EACH MODE OF TRANSPORTATION

<u>YEAR</u>	<u>MONTH</u>	<u>AUTO</u>	<u>BUS</u>	<u>TRAIN</u>	<u>PLANE</u>	<u>SHIP</u>	<u>OTHER</u>	<u>NO ANSWER</u>
1973	DECEMBER	57	5	4	27	1	3	7
1974	MARCH	67	3	3	23	1	2	6
	JUNE	67	4	4	22	1	2	5
	SEPTEMBER	58	4	3	30	1	1	9
	DECEMBER	60	3	3	27	1	1	8
1975	MARCH	62	5	3	25	1	2	6

PERCENTAGE OF RESPONDENTS WHO PLANNED TO TRAVEL BY AUTOMOBILE ON THEIR VACATION TRIP

	<u>MARCH '74</u>	<u>JUNE '74</u>	<u>SEPT '74</u>	<u>DEC '74</u>	<u>MARCH '75</u>
<u>REGION</u>					
Atlantic	62	(22)	(19)	63	(20)
Quebec	74	67	54	64	65
Ontario	60	66	55	57	63
Midwest	75	74	67	66	66
B.C.	64	61	58	54	49
<u>AGE</u>					
15-19	52	64	49	57	67
20-34	71	68	61	64	64
35-44	79	72	61	65	75
45-54	66	73	55	55	54
Over 54	56	60	54	51	53
<u>SOCIO-EC. STATUS</u>					
Upper & Upper middle	76	62	50	56	48
Lower middle	67	69	60	61	67
Lower	(2)	68	(9)	(14)	(20)
<u>OCCUPATION</u>					
Bus. & professional	69	66	51	59	56
Sales & clerical	68	65	53	50	65
Service	75	73	57	62	71
Skilled & unskilled labour	74	73	74	72	69
Farmers	(8)	(20)	(13)	(13)	(12)
Housewives & students	(7)	(14)	(6)	(15)	(15)
Retired and unemployed	50	63	44	51	47

() = number

PERCENTAGE OF RESPONDENTS WHO PLANNED TO TRAVEL BY PLANE ON THEIR VACATION TRIP

	<u>MARCH '74</u>	<u>JUNE '74</u>	<u>SEPT '74</u>	<u>DEC '74</u>	<u>MARCH '75</u>
<u>REGION</u>					
Atlantic	21	(8)	(7)	14	(11)
Quebec	16	24	30	22	19
Ontario	28	24	34	32	26
Midwest	20	18	24	27	22
B.C.	33	18	24	31	38
<u>AGE</u>					
15-19	24	24	37	24	13
20-34	22	25	26	25	27
25-44	23	16	28	23	17
45-54	28	17	30	36	28
Over 54	22	24	30	33	32
<u>SOCIO-EC. STATUS</u>					
Upper & upper middle	22	30	39	31	39
Lower middle	25	19	27	27	21
Lower	(5)	18	(3)	(2)	(5)
<u>OCCUPATION</u>					
Bus. & Professional	28	29	42	29	32
Sales & clerical	24	28	30	38	25
Service	16	14	23	20	21
Skilled & unskilled Labour	17	17	18	21	20
Farmers	(6)	(6)	(5)	(4)	(4)
Housewives & students	(5)	(6)	(8)	(5)	(8)
Retired & unemployed	29	23	33	33	33

() = number

PERCENTAGE OF RESPONDENTS WHO PLANNED TO TRAVEL BY BUS ON THEIR VACATION TRIP

	<u>MARCH '74</u>	<u>JUNE '74</u>	<u>SEPT '74</u>	<u>DEC '74</u>	<u>MARCH '75</u>
<u>REGION</u>					
Atlantic	5	(-)	(1)	2	(1)
Quebec	3	4	4	4	7
Ontario	4	3	4	2	5
Midwest	2	4	1	4	4
B.C.	5	8	8	4	8
<u>AGE</u>					
15-19	8	6	6	6	13
20-34	1	3	1	2	1
35-44	1	2	0	3	4
45-54	1	1	7	1	8
Over 54	9	8	10	6	8
<u>SOCIO-EC. STATUS</u>					
Upper & Upper middle	3	2	2	2	7
Lower middle	2	4	4	3	4
Lower	(6)	7	(1)	(3)	(3)
<u>OCCUPATION</u>					
Bus. & Professional	1	1	1	1	8
Sales & Clerical	2	2	2	2	2
Service	4	3	5	8	1
Skilled & Unskilled Labour	1	3	3	2	5
Farmers	(-)	(2)	(2)	(2)	(-)
Housewives & students	(3)	(5)	(1)	(1)	(2)
Retired & unemployed	11	9	10	6	9

() = number

PERCENTAGE OF RESPONDENTS WHO PLANNED TO TRAVEL BY TRAIN ON THEIR VACATION TRIP

	<u>MARCH '74</u>	<u>JUNE '74</u>	<u>SEPT '74</u>	<u>DEC '74</u>	<u>MARCH '75</u>
<u>REGION</u>					
Atlantic	10	(1)	(3)	5	(2)
Quebec	3	3	1	2	1
Ontario	4	5	2	3	3
Midwest	1	8	6	4	5
B.C.	3	0	0	0	3
<u>AGE</u>					
15-19	0	6	4	6	6
20-34	2	2	2	2	2
35-44	3	5	2	0	0
45-54	1	3	0	4	1
Over 54	9	9	5	5	6
<u>SOCIO-EC. STATUS</u>					
Upper & upper middle	2	1	2	2	0
Lower middle	4	6	3	3	4
Lower	(1)	5	(-)	(2)	(2)
<u>OCCUPATION</u>					
Bus. & professional	2	3	1	3	1
Sales & clerical	0	2	2	1	0
Service	1	10	7	2	3
Skilled & unskilled Labour	4	5	1	1	1
Farmers	(-)	(-)	(-)	(1)	(-)
Housewives & students	(2)	(-)	(1)	(3)	(2)
Retired & unemployed	10	8	6	5	9

() = number

APPENDIX II

SURVEY ON THE EFFECT OF ECONOMIC CONDITIONS ON TRAVEL INTENTIONS OF CANADIANS

QUESTION 1: HOW DO YOU YOURSELF FEEL ABOUT THE ECONOMIC CONDITIONS IN THE COUNTRY AT THIS TIME?

	Very good <u>Good</u> %	Neither good <u>Nor bad</u> %	Bad <u>Very bad</u> %	No <u>Opinion</u> %
<u>Base</u>				
Total (1,013)	17	35	43	5
<u>Sex</u>				
Male (505)	19	34	44	3
Female (508)	15	38	41	6
<u>Region</u>				
Atl. (83)	19	25	45	11
Que. (281)	17	33	46	4
Ont. (355)	14	41	39	6
Prairies (177)	27	35	36	2
B.C. (107)	9	34	54	3
<u>Age</u>				
15-24 years (207)	21	39	37	3
25-34 years (257)	16	40	39	5
35-44 years (143)	24	27	44	5
45 years & over	13	34	48	5
<u>Language</u>				
English (760)	17	36	42	5
French (253)	16	34	46	4
<u>Occupation of head of household</u>				
Prof. & Man. (138)	23	33	43	1
White coll. (108)	19	44	36	1
Blue coll. (468)	18	38	39	5
Other (286)	12	30	51	7
<u>Education</u>				
Public School (310)	11	37	44	8
High School (530)	18	37	41	4
College/University (165)	24	31	44	1
<u>Community size</u>				
Under 30,000 (372)	14	40	40	6
30-99,999 (340)	17	32	46	5
1 million and over (301)	20	34	43	3
<u>Household income</u>				
Under \$7,000 (213)	15	28	49	8
\$7,000-\$9,999 (134)	8	49	39	4
\$10,000-\$14,999 (200)	18	33	45	4
\$15,000 & over (230)	26	35	37	2
<u>Plan to take a vacation in the next 12 months (548)</u>	22	36	39	3

QUESTION 2: HAVE ECONOMIC CONDITIONS AFFECTED YOUR VACATION TRIP PLANS FOR THE NEXT 12 MONTHS

	%
- I plan to take fewer major vacation trips	37
- The economic conditions have in no way affected the number of major vacation trips	57
- I plan to take more major vacation trips	2
- Not stated	4
- I plan to spend less money in total on vacation(s)	42
- The economic conditions have in no way affected the amount of money I will spend on vacation(s)	47
- I plan to spend more money in total on vacation(s)	7
- Not stated	4
- I have chosen a closer destination for the vacation(s)	33
- The economic conditions have in no way affected the distance of the destination(s) I will select	59
- I have chosen a further destination for the vacation(s)	2
- Not stated	6
- I am more inclined to go to some vacation destination(s) within Canada	34
- The economic conditions have in no way affected my choice of destination(s) as being inside or outside Canada	55
- I am more inclined to go to some vacation destination(s) outside Canada	4
- Not stated	7
- I will take fewer extended weekend vacations	36
- The economic conditions have in no way affected the number of extended weekend holidays I will take	56
- I will take more extended weekend vacations	3
- Not stated	5
- I have changed the means of travel to and from my planned vacation destination(s)	9
- The economic conditions have in no way affected the means of travel to and from my planned vacation destination(s)	84
- Not stated	7

QUESTION 2A: SPECIFICALLY, WHAT CHANGES WERE MADE IN THE MEANS OF TRAVEL TO AND FROM YOUR VACATION DESTINATIONS BECAUSE OF ECONOMIC CONDITIONS (BASE: 92 PEOPLE OUT OF 1,013 INTERVIEWED).

	<u>Number of People</u>
Plane to car	40
Plane to bus	8
Plane to train	5
Car to plane	8
Car to train	4
Car to bus	5
Bus to car	1
Train to car	4
Other	12
DK/Not stated	14

QUESTION 3: A. WHERE DID YOU GO ON VACATION TRIPS AWAY FROM HOME IN THE LAST 12 MONTHS.

B. WHERE DO YOU PLAN TO TAKE YOUR VACATION DURING THE NEXT 12 MONTHS.

DESTINATION IN THE LAST 12 MONTHS

<u>Destination</u> <u>in next 12</u> <u>months</u>	% Total	%Atlantic	%Quebec	%Ontario	%Prairies	%B.C.	%U.S. (except Florida)	%Europe	%Florida	%Other Countries	%Other answers	%Didn't go anywhere	%Don't remember
Atlantic	4	24	5	3	1	3	6	9	-	-	3	2	8
Quebec	7	8	33	6	-	1	2	9	-	-	-	5	15
Ontario	11	9	5	43	8	5	9	23	9	7	-	3	-
Prairies	4	1	1	1	23	11	4	9	-	4	3	2	-
B.C.	8	4	2	6	21	32	9	23	9	4	12	3	8
U.S. (except Florida)	8	6	6	4	7	13	33	18	9	4	6	5	-
Europe	3	3	5	2	4	5	2	27	6	-	6	1	-
Florida	3	4	4	5	1	3	7	5	29	15	3	1	-
Other countries	2	3	-	1	5	1	3	-	-	11	9	1	-
Undecided	7	13	5	10	12	8	6	9	12	4	6	4	8
Other answers	3	3	1	1	4	2	3	-	3	11	21	1	-
No/not sure	46	34	37	23	28	30	24	23	26	44	35	73	61

QUESTION 4: HAVE YOU USED THE SERVICES OF A TRAVEL AGENT FOR A VACATION TRIP WHICH YOU TOOK IN THE LAST 12 MONTHS.

QUESTION 5: WILL YOU LIKELY USE THE SERVICES OF A TRAVEL AGENT FOR A VACATION TRIP WHICH YOU PLAN TO TAKE IN THE NEXT 12 MONTHS.

	<u>QUESTION 4</u>				<u>QUESTION 5</u>		
	Yes	No	DN	Didn't go anywhere	Yes	No	DK
	%	%	%	%	%	%	%
Total (1,013)	10	54	1	35	13	77	10
<u>Sex</u>							
Male (505)	10	54	*	36	13	79	10
Female (508)	10	54	2	34	12	79	9
<u>Region</u>							
Atlantic (93)	9	46	4	41	12	75	13
Quebec (281)	4	58	1	37	8	83	9
Ontario (355)	13	48	1	38	15	76	9
Prairies (177)	6	63	-	31	10	81	9
B.C. (107)	21	57	-	22	22	66	12
<u>Age</u>							
15-24 years (207)	8	62	1	29	12	79	9
25-34 years (257)	8	56	1	35	13	80	7
35-44 years (143)	9	55	2	34	7	82	11
45 years and over (405)	12	48	1	39	15	74	11
<u>Language</u>							
English (760)	12	53	1	34	14	76	10
French (253)	4	56	1	39	8	83	9
<u>Occupation of Head of Household</u>							
Professional and Managerial (138)	18	61	-	21	20	71	9
White Collar (108)	11	70	1	18	15	73	12
Blue Collar (468)	5	56	1	38	10	82	8
Other (286)	13	42	2	43	13	76	11
<u>Education</u>							
Public School (310)	5	49	2	44	8	84	8
High School (530)	9	56	1	34	12	77	11
College/University (165)	19	58	-	23	25	66	9
<u>Community Size</u>							
Under 30,000 (372)	8	50	2	40	11	78	11
30,000-999,999 (340)	10	56	*	34	11	82	7
1 million and over (301)	12	57	1	30	17	73	10
<u>Household Income</u>							
Under \$7,000 (213)	7	48	1	44	7	81	12
\$7,000-\$9,999 (134)	6	54	1	39	11	84	5
\$10,000-\$14,999 (200)	10	61	1	28	10	81	9
\$15,000 and over (230)	12	64	-	24	20	70	10
Plan to take vacation in next 12 months (548)	13	69	*	18	19	75	6

* - Percent too small to print.

